

Service-driven organizations spend tremendous amounts of time and money to find, win and retain their customers. Yet those valuable relationships can be at risk each and every time a customer calls the contact center. To ensure the balance of agent performance and satisfaction scores, companies must listen closely to the perceptions, challenges and needs of their customers.

etalk's Qfiniti Survey enables call centers to hear directly from a customer immediately after an agent interaction and automatically link both the customer satisfaction score and the agent evaluation score to the recorded call. This correlation measurably improves quality performance while reducing the time and cost incurred from traditional research methods. By forging a clear link to the voice of your customers, Qfiniti Survey can be a valuable supplement to traditional survey methods. Qfiniti Survey:

- Provides immediate customer feedback
- Offers a direct link between agent performance and customer satisfaction scores
- Delivers real-time alerts to trigger "save the customer" actions
- Is a cost-effective solution compared to third-party surveys

Lends Unprecedented Customer Insight

etalk's Qfiniti Survey is the industry's first interactive voice response (IVR)-based, post-call survey platform for the enterprise contact center. Qfiniti Survey integrates with automatic call distributors (ACD) and gives callers the option of taking a survey immediately after speaking to an agent.

A fully automated solution, Qfiniti Survey records both the agent/customer interaction and the subsequent customer input, and then links those recordings to the evaluation process. Only Qfiniti Survey establishes this direct and powerful link between the performance of your contact center and the customer satisfaction that drives your business.

Surveys Easy to Launch

Qfiniti Survey's simplified setup streamlines survey design and launch. Once created, Qfiniti Survey:

- Makes customer questionnaires easy to configure, adjust and manage

- Results can be associated with agents, agent groups, computer telephony integration (CTI) information and other data
- Allows customer input to be linked to virtually any variable within the call center
- Sends immediate alerts of a poor customer experience via questions with threshold events that, when triggered, launch "save the customer" actions such as an email or pager alert or a transfer to a customer advocate
- Provides analysis capabilities through established reports or customized reporting via standard open database connectivity (ODBC) exporting options

Powerful reporting capabilities allow survey results to be displayed by agent or group, by chronological segmentation, or by other variables. Qfiniti Survey automatically and continually gathers customer survey data and instantly tabulates this information for management reporting after each survey. Administrators can quickly create customized reports to meet specific business needs. A flexible architecture simplifies management of quality-related activities, and remote management capabilities allow administrators to create, review and print reports from any networked location.

Supports Tight Calibration and Correlation

Traditional customer survey techniques – such as outbound calls, email, and mailed questionnaires – typically take place hours or days after the pertinent customer/agent conversation, when the experience is no longer fresh. Additionally, traditional methods of evaluating agent performance are designed to produce both objective procedural assessments and subjective customer experience assessments. Without a direct link to customer feedback in this process, it is virtually impossible for companies to precisely calibrate call center performance to the wants and needs of customers.

As part of the Qfiniti Enterprise solution, Qfiniti Survey integrates surveys with customer recordings, analytics and evaluations in a single user interface. By recording customer input just moments after the completion of a customer/agent interaction, Qfiniti Survey establishes a direct correlation between agent performance and customer attitude. And because Qfiniti Survey shifts important quality questions directly to the customer, evaluators spend less time asking and analyzing subjective questions.



**Monitor
Measure
Improve
Understand**



The Only Solution to Support Traditional Methodologies

To gain the most comprehensive understanding of a customer's experience, survey questions must be tailored to the customer's input. Qfiniti Survey is the only automated post-call survey solution to support traditional survey methodologies such as skip patterns. This allows specific customer responses to branch to more appropriate questions, providing more in-depth analysis opportunities.

Customers can also record voice comments during a survey session to discuss their specific likes or dislikes, providing detail that may have been impossible to capture during a standard survey.

Open Platform Employs Industry-Standard Components

Qfiniti Survey's open-architecture platform employs industry-standard components such as Windows 2003, Dialogic voice cards, and a structured query language (SQL) Server database. When a customer calls the contact center, the ACD routes to Qfiniti Survey, and the caller is offered the survey option. If the caller accepts, Qfiniti Survey waits for the agent to finish, then automatically presents the caller with prerecorded survey questions. This can also be integrated with voice recognition capabilities.

Qfiniti Survey

- Can be configured to run behind the scenes so that the agent does not know which customers will be surveyed
- Manages surveys not directly associated with agents or the contact center, such as incentive surveys
- Integrates seamlessly with legacy systems and with all Qfiniti solutions from etalk, and does not require that a recording solution already be in place



Part of the Qfiniti Enterprise Solution

Qfiniti Enterprise is a recording and analysis solution for the contact center that enables businesses to understand the meaning of customer interactions, automatically delivering relevant and accessible customer intelligence. This unified and centrally-managed platform helps international, multi-site operations deliver outstanding customer service and ensure regulatory compliance. Qfiniti Enterprise delivers the tools needed to capture call and desktop events, evaluate and analyze these activities, survey customer satisfaction, and coach, train, and assist agents, helping to improve performance throughout the organization.

- Qfiniti Observe** - Call and desktop recording for quality or compliance
- Qfiniti Explore** - Automated customer communication analysis
- Qfiniti Advise** - Scoring and measurement for evaluation
- Qfiniti Assist** - Automatic knowledgebase assistance
- Qfiniti Survey** - Integrated customer satisfaction survey
- Qfiniti Expert** - Online agent coaching and training

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161-0904-001

